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Awarding Creativity

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NEWS



Wednesday February 11, 2015

Awarding Creativity

The American Advertising Federation-Dayton awarded a number of 2015 Hermes/ADDY Awards to University of Dayton students, faculty and staff for creative excellence in graphic design, marketing and advertising.

The catalogue for University Libraries' "Imprints and Impressions: Milestones in Human Progress" exhibit earned a Judge's Choice award as one of the top four pieces of the competition. Created by

associate professor of design John V. Clarke, senior visual communication design major Emily Downey and visual communication design graduate Clarissa Bock, the catalogue also won the gold collateral material award.

"This piece was gorgeous and sophisticated and showed an amazing attention to detail. The typography was different and the type kept it alive. This is an art piece," wrote the judges.

The University's Department of Art and Design earned a bronze collateral material award for its brochure, designed by visual communication design senior Savannah Heekin and graphic design lecturer Kathy Kargl.

The University's Media Production Group received bronze digital-online video awards for [University of Dayton YouTube Channel Trailer](#) and [Counterpoint](#) videos. The videos were produced by Mike Kurtz, MPG director, and Brian Mills, MPG media amalgamator, with help from students Lauren Krueger, 2014 graduate; Kaitlyn Kraus, sophomore; Pablo Ramirez, junior; Quinlin Kelly, senior; and Weiqi Hu, graduate student.

University of Dayton student winners are:

Lori Claricoates, senior, and Megan Gannon, junior, silver, Orpheus Art and Literary Magazine, Fall 2014.

Lori Claricoates, bronze, "Lord of the Rings" book design.

Kaitlin Meme, 2014 graduate, and Lori Claricoates, bronze, Orpheus Art and Literary Magazine, Spring 2014.

Emily Downey, senior, bronze, self-promotion.

Brigid Campbell, Anne Sventy, Jessica Kleja and Maggie Ringenbach, seniors, bronze, Human Trafficking Ohio installation.

Firms doing work for the University of Dayton also picked up awards:

Real Art, digital-online video gold, University of Dayton Basketball 2014-15 game materials.

Mandalay Creative Services, out-of-home bronze, University of Dayton Make Some Noise animation.

The American Advertising Federation (AAF) hosts the annual competition, which marks the first step in a three-tier international competition. For more information visit [AAF-Dayton](#).

For more information, contact John V. Clarke at jclarke1@udayton.edu.